

SUNGLASSES.MAG.COM

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Sunglasses

FOR BUYERS AND SELLERS OF QUALITY SUNWEAR



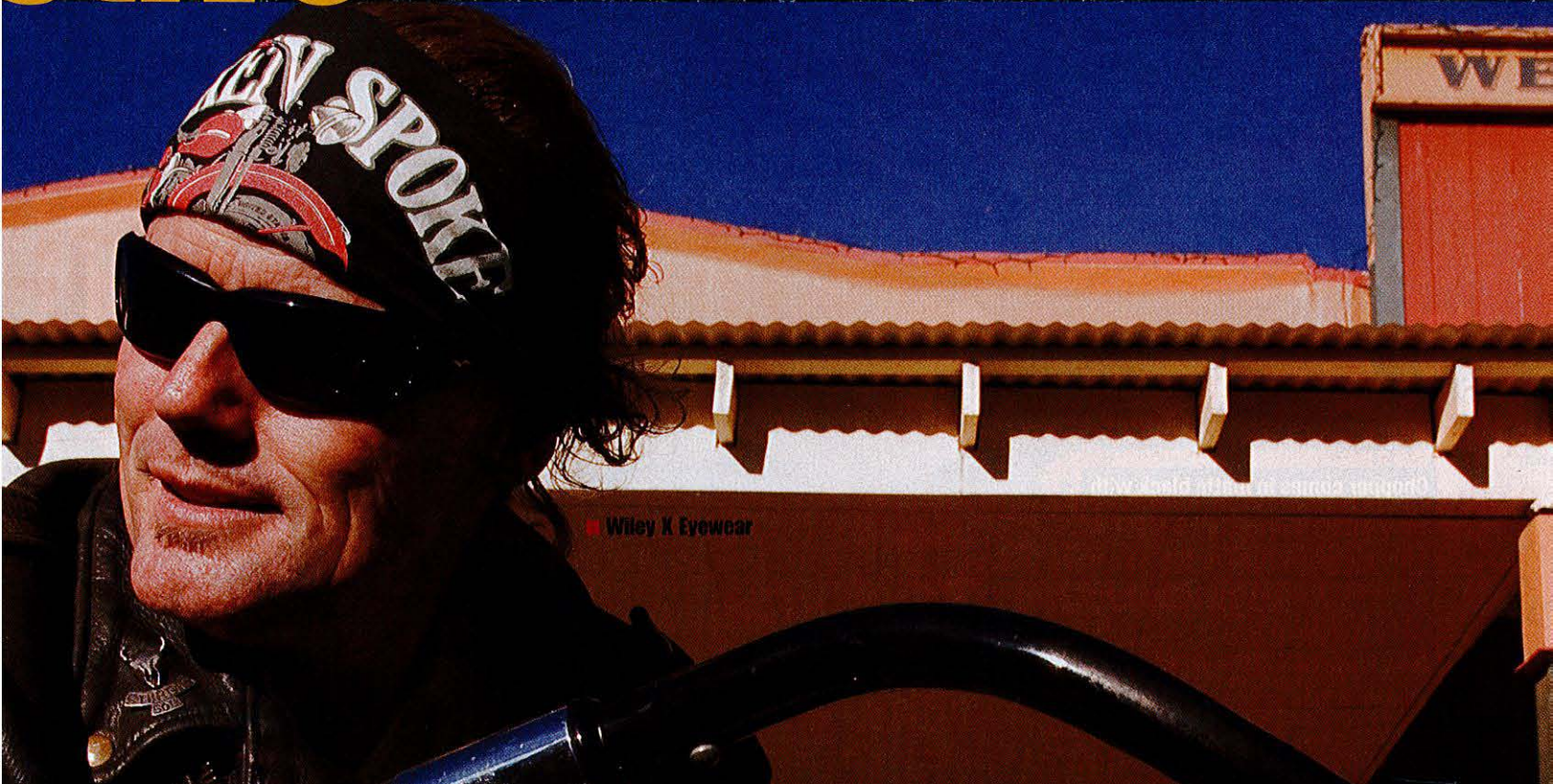
ACROSS THE SPECTRUM: FRAME COLORS

**EXTRA PROTECTION FOR THE ROAD:
MOTORCYCLING SUNWEAR**

SUN SELLING: HOW THE PROS DO IT WITH SOCIAL MEDIA

PLUS: What's Hot & New from Skechers, Jason Woo, Tod's, Converse, and more...

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Wiley X Eyewear

TRA PROTECTION FOR THE ROAD

AT FULL SPEED, THE LAST THING MOTORCYCLE RIDERS WANT TO WORRY ABOUT IS WHETHER THEIR SUNGLASSES ARE STRONG ENOUGH TO IMPACT SHOULD ANYTHING GO WRONG. AND ON A LESS DANGEROUS NOTE, MOTORCYCLE LOVERS SHOULD BE ABLE TO FOCUS ON THE RIDE—NOT WHETHER SOMETHING'S GOING TO FLY INTO THEIR EYES, OR IF THEY MIGHT LOSE THEIR FRAMES. THIS IS WHY A CLOSELY MONITORED AND TESTED DESIGN IS CRUCIALLY IMPORTANT. PHOTOCROMIC LENSES ARE ALSO A SAFE BET, AS THEY ENSURE RIDERS THAT THEY WILL BE PREPARED FOR CHANGING LIGHT CONDITIONS. ALL THIS, PLUS IMPACT RESISTANCE AND ANTI-FOGGING, IS THE KEY TO A FUN, SAFE BIKE TRIP. CONSIDER THESE FACTORS WHEN CHOOSING WHAT FRAMES TO OFFER YOUR WEEKEND WARRIOR CUSTOMERS. HERE ARE A FEW OPTIONS THAT WILL DO THE TRICK.

LIBERTY SPORT

Ready on the road, which Wiley X equips its Cape sun- glasses in the Airlock series with a magnetic system that blocks out wind, airborne debris, and glare. This patented design won't fog but will allow for air to flow through filtered vents, so riders can kiss fog goodbye and ride with 7EYE's photochromic 4:7 NXT® Contrast lens, which can be worn at night or day with photochromic lenses that provide

Customers who want more than just motorcycling shades should check out what Liberty Sport has to offer. MagTraxion Technology™ is Liberty's unique magnetic system that utilizes back cushions and/or eye cups that bikers can wear on the road or remove for a two-for-one sunglass design. These eyecups, which help keep out wind, dirt, and debris, are available on Liberty's Chopper and Rider styles. Both frames are Rxable and boast a

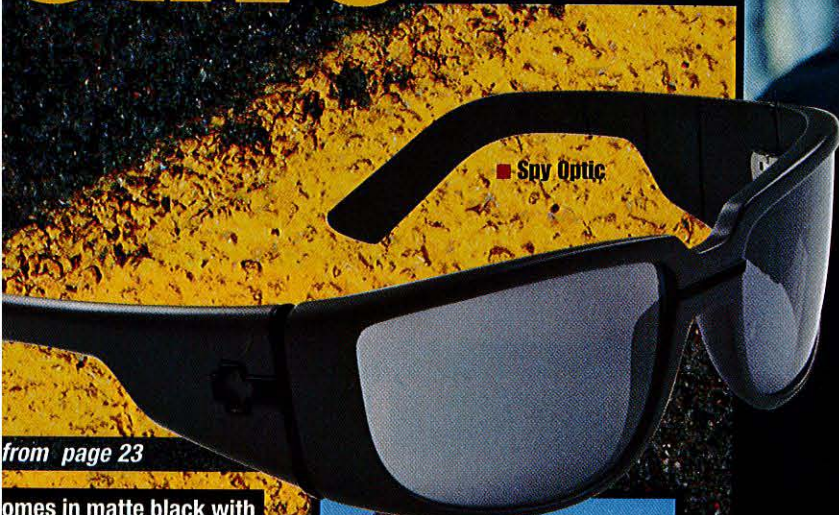


ANOTHER WAY TO SHIELD RIDERS' EYES

Transitions Optical, Inc. has partnered with SHIELD Tech LLC, a motorcycle face shield and visor manufacturer, to create SHIELD™ Tech Transitions® SOLFX® visors, the first non-ophthalmic product to incorporate advanced photo-chromic technology from Transitions. Since riders understand the importance of vision while driving, and because rapidly changing light and weather conditions can place different demands on the eyes, these two companies have designed a product to improve comfort as well as the riding experience itself.

The SHIELD Tech Transitions SOLFX visors are virtually clear in low light and at night, and they quickly and automatically darken and adapt, becoming as dark as sun-

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■ Spy Optic

from page 23

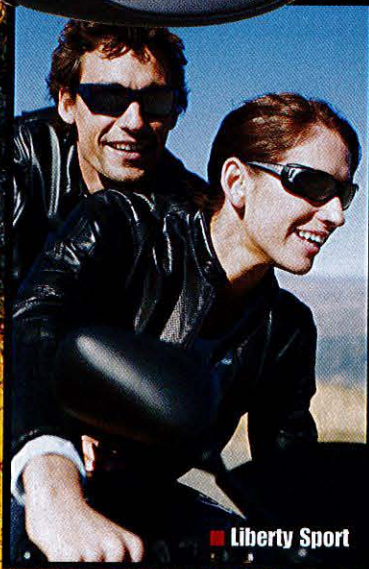
comes in matte black with mesh, shiny chrome with mesh, shiny black with mesh, and shiny gunmetal. Available in shiny silver mesh, while available in shiny black, shiny chrome, and satin burnt bronze.

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just really want to look like you on the road have the option of the Bronsen by Spy Optic. The frame accommodates prescription lenses, yet offers a sleek fit comfortably under a helmet. With a wide peripheral vision, Bronsen blocks out wind and glare. Available in matte black, shiny black, shiny black polarized, tortoise, brown stripe polarized, and shiny white, Bronsen eliminates glare with polarized lenses. Custom lenses also add to its appeal.

EYEWEAR
Eye protection is number one on the list of priorities when it comes to motorcycle eye safety. Each of its models meets the ANSI Z87.1 standard for impact resistance and high-mass lenses. The Climate Control Series features a patented removable Facial Protection technology, which is ideal for off-road riding as it keeps wind, dust, and debris from the eyes. The foam



■ ZEVE



■ Liberty Sport

that the glasses can be worn as a stylish pair of shades. How's that for versatility? The collection fits a wide variety of facial features and sizes—from narrow to wide and small to extra

large. Almost completely Rxable, Wiley's lineup also offers various lens tints including Light Adjusting (photochromic) for those unpredictable changing light conditions.

An example is Jake™ which features shatterproof Selenite™ polycarbonate, distortion-free lenses that protect against harmful UVA and UVB rays. Its scratch-resistant hardcoat stands up to rugged use, making Jake ready for the rigors of the road.

LIVE EYEWEAR

Motorcycle enthusiasts who wear prescription frames may opt for

Cocoons OveRx sunglasses. Available in six sizes with amber, gray, copper, or yellow lenses, there is a pair of Cocoons to fit over any Rx frame. Designed to be worn over eyeglasses, these actually also work just fine as regular sunglasses, especially for those riders who need the extra protection that Cocoons can provide.

The collection features the Polaré Lens system with 100% polarization to block out UVA and UVB light, while eliminating harsh glare. These lenses also meet ANSI Z80.3 standards for impact resistance, and are equally durable and scratch resistant. And if you're worried about fit, rest assured. The frames feature Flex2Fit® adjustable temples for an exact fit.

These are just a few of the many sunwear frames out there that are particularly suited to motorcycle riders. Take the time to educate your staff about the need for these important eye safety features so that they can then explain them to customers. And also, don't forget to use aggressive-looking product displays with motorcycle-themed P-O-P. Make sure your clientele knows that your store carries just what they need before



■ Live Eyewear